

## THE CLAIMS:

1. A method of: enabling an entrant to enter a competition; and limiting subsequent communication between a competition administrator and the entrant; via a sensing device interacting with machine-readable coded data on a printed competition entry form, the method comprising the steps, performed in a computer system, of:
  - (a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;
  - (b) transmitting the competition entry to the competition administrator; and
  - (c) enabling transmission of up to a predetermined number of electronic messages from the competition administrator to the entrant.
2. A method according to claim 1, wherein step (c) includes the steps of incrementing a contact count for each electronic message sent from the competition administrator to the competition entrant, and preventing transmission of further electronic messages once the contact count flag reaches a predetermined maximum value
3. The method of claim 2, wherein maximum value is one.
4. The method of claim 2, wherein the maximum value is zero.
5. The method of claim 2, wherein the maximum value is set by the competition entrant.
6. The method of claim 5, wherein the maximum value is set by the entrant through interaction of the sensing device with the printed competition entry form, the method including the steps of receiving, in the computer system, data indicative of the maximum value from the sensing device.
7. The method of claim 5, wherein the data indicative of the maximum value is indicative of the sensing device having been used to interact with the printed competition entry form to check a box or indicate a selection of the maximum value.
8. The method of claim 5, wherein the data indicative of the maximum value is indicative of the sensing device having been used to interact with the printed competition entry form to write a number, the number being interpreted as the maximum value.
9. The method of claim 1, wherein the message is sent by the competition administrator in response to an electronic status request sent to by the competition administrator by the competition entrant.
10. The method of claim 1, wherein the electronic message is indicative of a status of the competition.

11. The method of claim 1, further including the steps, performed in the computer system, of:  
assigning a competition alias ID to the competition entrant; and  
transmitting the competition alias ID to the competition administrator with the competition entry, thereby maintaining anonymity of the entrant with respect to the competition administrator.
- 5 12. The method of claim 1, wherein the competition entry form is disposed on a product label.
13. The method of claim 9, wherein the competition administrator is under the control of a manufacturer, producer or other commercial entity associated with the product label.
14. The method of claim 1, wherein the electronic message is indicative of any one or more of the following:  
10 a confirmation of competition entry;  
a reminder that the competition is running;  
a reminder that the competition is closing soon;  
an announcement of a winner of the competition;  
an announcement that the entrant has won something through the competition; and  
15 an announcement that the entrant has failed to win something through the competition.
15. The method of claim 1, wherein the form is disposed on a product label including human-readable information relating to the competition.
16. The method of claim 15, wherein at least some of the coded data includes a label identifier.
17. The method of claim 16, wherein the label identifier is a unique product item identifier.
- 20 18. The method of claim 17, wherein the unique product item identifier is an electronic product code.
19. The method of claim 18, wherein the machine-readable coded data is substantially invisible to a human.
20. A system for: enabling an entrant to enter a competition; and limiting subsequent  
25 communication between a competition administrator and the entrant; via a sensing device interacting with machine-readable coded data on a printed competition entry form, the system comprising a computer system configured and programmed to:

(a) receive interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

(b) transmit the competition entry to the competition administrator; and

5 (c) enable transmission of up to a predetermined number of electronic messages from the competition administrator to the entrant.

21. The system of claim 20, wherein the computer system is configured and programmed to enable the transmission of up to the predetermined number of electronic messages by: incrementing a contact count flag for each electronic message sent from the competition  
10 administrator to the competition entrant; and preventing transmission of further electronic messages once the contact count flag reaches a predetermined maximum value

22. The system of claim 20, wherein maximum value is one.

23. The system of claim 20, wherein the maximum value is zero.

24. The system of claim 20, wherein the maximum value is set by the competition entrant.

15 25. The system of claim 24, wherein the maximum value is set by the entrant through interaction of the sensing device with the printed competition entry form, the computer system being configured and programmed to receive data indicative of the maximum value from the sensing device.

26. The system of claim 25, wherein the data indicative of the maximum value is indicative of  
20 the sensing device having been used to interact with the printed competition entry form to check a box or indicate a selection of the maximum value.

27. The system of claim 24, wherein the data indicative of the maximum value is indicative of the sensing device having been used to interact with the printed competition entry form to write a number, the number being interpreted, the computer system, as the maximum value.

25 28. The system of claim 20, wherein the entry form includes human-readable information relating to the competition, the interaction data representing interaction of the sensing device with the human-readable information such that at least some of the coded data coincident or adjacent the human-readable information is sensed during the interaction.

29. The system of claim 20, wherein the coded data relates to an identity of the label, and the  
30 interaction data is indicative of the identity, the competition entry being electronically captured at least partially on the basis of the identity.

30. The system of claim 20, wherein the form includes one or more of: information fields that show information about the competition; button fields that generate one or more actions in the

computer system when interacted with by the sensing device; and entry fields for receiving user input through interaction of the sensing device with the entry fields; the interaction data representing interaction of the sensing device with the one or more fields.

5 31. The system of claim 20, wherein the printed competition entry form is disposed on a product label.

32. The system of claim 20, wherein at least some of the coded data includes a label identifier.

33. The system of claim 32, wherein the label identifier is a unique product item identifier.

34. The system of claim 33, wherein the unique product item identifier is an electronic product code.

10 35. The system of claim 34, wherein the competition administrator is under the control of a manufacturer, producer or other entity associated with the product bearing the product label.

36. The system of claim 20, wherein the computer system includes a Hyperlabel server configured and programmed to convert the interaction data to form data for correlating with the competition, and to transmit the form data to the competition administrator.

15 37. The system of claim 20, wherein the computer system includes a netpage registration server configured and programmed to identify the competition entrant and to allocate a competition alias identification to maintain anonymity of the competition entrant.

38. The system of claim 20, further comprising an internet-accessible location for posting the electronic messages, the electronic messages being accessible to the entrant via the location.

20 39. A label including machine-readable coded data and human-readable information, the label being configured for use in the method of claim 1 or the system of claim 20.

40. A method according to claim 1, for enabling entry to a competition via machine-readable coded data on an entry form on a printed label of a product, the method including the steps of:

25 receiving, in a computer system, interaction data from a sensing device, the interaction data representing interaction of the sensing device with the coded data on the entry form, the interaction data allowing the competition entry to be electronically captured in the computer system; and

transmitting the competition entry to a competition administrator.

41. A method according to claim 1, using a product label for enabling entry to a competition, the product label comprising:

30 machine-readable coded data indicative of at least an identity of the label, said machine-readable coded data being readable by a sensing device as the sensing device is moved across the product label, thereby to produce interaction data for enabling the competition entry;

human-readable information pertaining to the competition, the human-readable information being at least partially coincident with the machine-readable coded data, the human-readable information including at least one field element that has a corresponding zone defined in relation to it in a page description stored in a remote computer system.

- 5 42. A method according to claim 1, for enabling anonymous entry to a competition via a printed competition entry form that includes machine-readable coded data, the method including the steps, performed in a computer system, of:

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer  
10 system;

assigning a competition alias ID to the competition entry; and

transmitting the competition entry to a competition administrator with the competition alias ID, thereby enabling the anonymous entry to the competition.

- 15 43. A method according to claim 1, for enabling anonymous entry to a competition, the competition being entered by interaction of a sensing device with a product label to generate interaction data indicative of at least an intention to enter the competition, the method including the steps, performed in a computer system, of:

identifying a first telecommunication address of the entrant from: an identity of the sensing device received or determined in the computer system; or the interaction data;

- 20 associating a temporary telecommunication address with the first telecommunication address;

sending the temporary telecommunication address and interaction data to a competition administrator;

- 25 receiving, from the competition administrator, information from the competition administrator addressed to said temporary telecommunication address; and

forwarding the information from the competition administrator to the first telecommunication address.

- 30 44. A method according to claim 1, for limiting communication between an application and a user, via a sensing device interacting with machine-readable coded data printed on a surface, the method comprising the steps, performed in a computer system, of:

(a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling identification of the application;

(b) transmitting information based on at least some of the interaction data to the application;  
and

(c) enabling transmission of up to a predetermined number of electronic messages from the application to the user.

5 45. A method according to claim 1, for enabling an entrant to enter an instant win competition via a printed competition entry form that includes machine-readable coded data that can be sensed by a sensing device configured to generate interaction data based on the sensed coded data, the method comprising the steps, performed in a computer system, of:

receiving the interaction data representing interaction of the sensing device with the coded  
10 data, the interaction data enabling the competition entry to be captured in the computer system;

transmitting the competition entry to a competition administrator that is configured to determine whether the competition entry is an instant win entry.

46. A method according to claim 1, for enabling anonymous electronic redemption of a coupon printed as part of a product label, the product label including machine-readable coded data, the  
15 method including the steps, performed in a computer system, of:

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling electronic capture of: coupon data of the coupon; and a product identifier associated with the product label;

assigning a competition alias ID to the coupon data; and

20 transmitting the coupon data, the product identifier and the competition alias ID to a coupon administrator configured to redeem the coupon electronically.

47. A method according to claim 1, for enabling anonymous and electronic redemption a plurality of coupons, wherein each the plurality of coupons is disposed on a product label and includes coded data that can be used to determine a unique product identifier of the product label  
25 with which it is associated, the method including the steps of:

using a sensing device, and for each of the plurality of coupons:

(a) generating interaction data by sensing at least some of the coded data of the coupon, the interaction data representing interaction of the sensing device with the coded data; and

30 (b) forwarding the interaction data to a computer system, for enabling the coupon offer and the product identifier associated with the product label to be captured electronically in the computer system, thereby enabling the computer system to transmit the coupon offer and the product identifier to a coupon administrator; and

receiving coupon redemption information from the coupon administrator after a predetermined combination of coupon offers relating to a plurality of the product identifiers and or coupon offers has been transmitted to the coupon administrator.

5 48. A method according to claim 1, for enabling entry to a competition using a printed competition entry form including coded data readable by a sensing device as the sensing device is used to interact with the entry form, the method including the steps, performed in a computer system, of:

10 receiving, from the sensing device: interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system; and a sensing device ID of the sensing device;

allocating a temporary registration to the sensing device ID or to a user of the sensing device, the registration including a return electronic address associated with the sensing device ID or the user;

15 transmitting the competition entry to a competition administrator; and  
verifying competition entry via the return electronic address.

49. A method according to claim 1, for validating entry to a competition via interaction of a sensing device with a printed competition entry form comprising coded data indicative of a unique product identifier, the method comprising the steps, performed in the computer system, of:

20 receiving, from the sensing device, the product identifier and interaction data representing interaction of the sensing device with the coded data, the interaction data including at least the unique product identifier and enabling a competition entry to be electronically captured in the computer system; and

25 transmitting the product identifier and the competition entry to a competition administrator for validation of the competition entry at the competition administrator by verification of the product identifier.